

November 17, 1994

To: Distribution

From: Larry S. Schreiber

Subject: McLane's Category Management Program

McLane Company has developed a retailer service strategy to assist their customers in adapting "Category Management" as a business practice. We are providing you copies of selected portions from McLane's Category Management manual which they will be providing to some of their retailers beginning 4th quarter, 1994.

You are being provided this data with the following intentions:

1. By familiarizing yourself with the material you will be in a better position to communicate with a McLane serviced retailer who may be using McLane's Category Management manual.
2. You must NOT copy this material and use it in any manner with non-McLane serviced retailers as this material is the property of McLane Company. RJR was given permission to make copies with this understanding.
3. It is recommended that you NOT promote or enlist the retailer to use or not use McLane's Category Management material. This information is only provided to put you in a more knowledgeable position if a retailer wants you to participate in a Category Management role with them using either McLanes' materials or RJR Category Management materials and data.

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